

# Peer-to-Peer Keyword Activity Setup

Last Modified on 08/01/2025 3:23 pm PDT

The article details the **Setup Keyword** page for a [Crowdfunding Peer-to-Peer Activity](#). Before proceeding, be sure to review our [keyword best practices here](#).

---

## Enter a unique Keyword

**IMPORTANT:** When creating a keyword for Crowdfunding or Peer-to-Peer Fundraising, **avoid ending it with a number**. The keyword you create will serve as the base for all individual team and fundraiser pages, with numbers automatically added to distinguish them.

**Example:** If your base keyword is **EXAMPLE**, and you have 86 fundraisers, their unique links will be **EXAMPLE1** through **EXAMPLE86**.

---

## Select a Campaign

If you start your activity setup from an existing campaign, the campaign is auto-selected. Otherwise, learn how to [create a new campaign](#).

---

## Shortcode

Crowdfunding and Peer-to-Peer Fundraising uses **shortcode 71777**. No other shortcode options are available for this activity type.

---

## Fundraising Goal

To hide the goal and progress bar on campaign, fundraiser, and team pages, toggle **Enable** to **Disable**.

Disable the goal if:

- Your campaign is vote-based (e.g., Best Chef, Dancing with the Stars).
- You're focused on participation, not dollars raised.

---

## Goal Type

Choose **Dollars** or **Units**.

Use **Units** if you're counting non-dollar items (e.g., books, blankets). It's a more advanced setup. [Learn more about Units](#).

Set your fundraising goal (dollars or units).

---

## Finish Setup

Click **Save** to create your activity.

Your keyword will be assigned and activated, and you'll be taken to the **Fundraiser Dashboard**.

**NOTE:** If the keyword you entered is already in use by another organization, you will receive an error. [Click here](#) for more information.